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Press Release

For Immediate Release

The Woodlands Development Company Named Presenting Sponsor of Second Annual Stiletto Sprint

The Woodlands, Texas (September 1, 2011). The Woodlands Development Company is the presenting sponsor of The Second Annual Stiletto Sprint benefiting The Breast Cancer Charities of America on September 10th in The Woodlands.

“The Woodlands Development Company is proud to partner with The Breast Cancer Charities of America and to be part of the Stiletto Sprint this year. We are excited about the impact this organization can make in the daily lives of women with breast cancer and we hope that our community will come out to show their support,” stated spokeswoman Jeanne Lewis who is also The Woodlands Development Company (TWDC) Manager of Relocation and Realtor Relations.

Ms. Erica A. Harvey, Executive Director of The Breast Cancer Charities of America (BCCA) added, “We are thrilled to have TWDC as this year’s presenting sponsor. Their support is tremendously helpful in reaching our goals to better educate the community about the importance of living a cancer prevention and early detection lifestyle and to provide women in need who have breast cancer with emergency financial assistance through our Help Now Fund.”



“Team DeLayne” at the 2010 Stiletto Sprint, benefiting The Breast Cancer Charities of America

The 2nd Annual Stiletto Sprint will take place on Saturday, September 10, 2011 at Market Street in The Woodlands, Texas. It will be a fun-filled morning with something for everyone! There will be a Women’s Stiletto Sprint, a Men’s Stiletto Sprint, a “Divas in Training” Sneaker Sprint for the girls, a Speed Demons Sneaker Sprint for the boys, and a Co-ed Sneaker Sprint for adults not ready to sprint in 3” heels. Non-runners can join the Spirit Squad to cheer on the sprinters. Valuable grand prizes for

the First Place Winners of the Women's and Men's Stiletto Sprints have been donated by Marmi Shoes and Allen Edmonds, both located in Market Street.

Family zone activities, a costume contest for Sprint participants, complimentary food and refreshments, great prizes and other surprises will round out the event. Check-in begins at 7:30 and the races begin at 9 am. The Stiletto Sprint is a family-focused way to spend time together, educate, help others in need, and have fun all at the same time. Joining TWDC as sponsors are the venue sponsor Market Street – The Woodlands, Northside FIAT, Rico's Mexican Grill, HEB, The Strong Firm, Century 21 Realty Partners, Northside Lexus, Noble Energy, Abby Executive Suites, 104.1 KRBE, Houston Community Newspapers, Woodlands Online, Stir Crazy, Langford Market, and Schilleci's New Orleans Kitchen.

Food and refreshment donors include Brighton Collectibles, Brooklyn Cafe, Chick-fil-A, Corkscrew BBQ, The Counter, Freeb!rds World Burritos, HEB-Woodlands Market, Jessica's Cakelicious Cakes, PURE Healthy Eatery, Salata and Starbucks.

Prize and goody bag donors include Allen Edmonds, Avante Medi Spa, Berry Hill Baja Grill, Chick-fil-A, Cold Stone Creamery, Em&Lee | Willa Boutique, Langford Market, Luke's Locker, Marmi Shoes, Outback Steakhouse, Stir Crazy, Rico's Mexican Grill, Salata, Stadia Sports Grill, Starbucks, The Woodlands Development Company, Tia Brown-Independent Scentsy Consultant, Tommy Bahama Emporium, and Woodlands Wellness Center.

Registration is open now at www.StilettoSprint.com and everyone is encouraged to participate and to dress to impress in pink attire!

For more information about the organization visit www.thebreastcancercharities.org. For more information about the event contact: Carla@igopink.org

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The Breast Cancer Charities of America (BCCA) is a non-profit organization with new global headquarters in The Woodlands, Texas. With over 25 years of experience in the non-profit industry, BCCA is dedicated to helping thousands of women through our *Help Now Fund* and by funding non-invasive breast cancer research.